

FOR: THE TOBACCO INSTITUTE, INC.

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GEORGE V. ALLEN, U.S.I.A. DIRECTOR,  
NAMED TOBACCO INSTITUTE PRESIDENT

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Washington -- George V. Allen, director of the U.S. Information Agency and one of the highest-ranking ambassadors in the United States Diplomatic Service, has been elected President of The Tobacco Institute, Inc., national organization of tobacco manufacturers. This announcement was made today by Bowman Gray, chairman of the Executive Committee of The Tobacco Institute. Mr. Allen will assume his new duties at the Institute's Washington headquarters on December 1. He will succeed James P. Richards, former Congressman from South Carolina and former chairman of the House Foreign Affairs Committee. Mr. Richards, who was the Institute's first president, early this year notified the Board of Directors he wished to resign in order to return to his home state and the practice of law, but that he would serve until his successor was selected.

A native of Durham, N.C., in the heart of the tobacco belt, Mr. Allen leaves a long and distinguished career in the U.S. Foreign Service. He is one of only eight who hold the title of Career Ambassador. (Biographical Summary attached.)

"While it was a difficult decision to leave the Government, which I have served for thirty years," Mr. Allen said, "the prospect of representing America's oldest industry, and one of its largest, is most interesting and challenging.

"Our country's tobacco leaf and tobacco products have been one of the nation's finest ambassadors of good will, ever since John Rolfe shipped his first crop from Virginia in 1612. Tobacco has been a cornerstone of the nation's economy and it has contributed to the economic welfare and pleasure of mankind for over 350 years. The Tobacco Institute will continue to work for the advancement of all segments of this great industry and for public understanding of its past, present and future."

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George Allen decided to enter the Foreign Service while he was still an undergraduate at Trinity College (now Duke University). To help pay for his education, he worked in a cigarette factory in Durham. After graduation, he became a school teacher and principal, and worked as a reporter for the Durham Herald-Sun and the Asheville Times. While at Harvard for his master's degree, he won the coveted Charles Sumner Prize in International Relations.

Entering the Foreign Service in 1930, he held consular posts in Jamaica, Greece and Egypt. His first ambassadorial post was to Iran in 1946, and since then he has been U.S. Ambassador to India and Nepal, Yugoslavia and Greece. He was Assistant Secretary of State for Public Affairs under President Truman and in this time directed the Office of International Information, progenitor of the U.S. Information Agency.

Mr. Allen was chairman of the U.S. delegation to the UNESCO conferences at Beirut and Paris in 1948 and 1949. He also participated in the major international conferences at Moscow, Cairo and Potsdam, and the United Nations Conference at San Francisco in 1945.

Mr. Richards, whose home is in Heath Springs, S.C., assumed the presidency of the Tobacco Institute at its formation on January 30, 1958. Following his retirement from 25 years in Congress, he was a special representative of President Eisenhower with the rank of Ambassador.

The Tobacco Institute, Inc. is comprised of U.S. manufacturers of cigarettes, smoking tobacco, chewing tobacco and snuff. Its principle purposes are promoting a better understanding of the tobacco industry and its place in the national economy, and compiling and disseminating information relating to the industry and to the use of tobacco products.